

Abstract

Title: Strategic project plan of Letní tábor & Honzík

Objective: The main aim of this diploma thesis is to create quality and realistic strategic plan of the project Letní tábor & Honzík. The strategic plan will be compared with reality at the end of the project.

Methods: The diploma thesis deals with marketing situational analysis. Key factors and strategic starting points are determined from SWOT analysis. The results are implemented into the BSC method, which serves to accomplish and implement the chosen strategy. The diploma thesis works with a strategic map that enables understanding of the relations between the individual strategic objectives. This thesis also uses the method of text analysis, documents and monitoring, especially for the area of social networks.

Results: The strategic plan of the summer camp project was created based on the SWOT analysis and the determination of the company's strategic goals using the BSC method. Achieving the project's profitability and satisfied customers is essential to ensure the project's existence in future years. Both of these objectives were achieved.

Keywords: strategic management, business analysis, business plan, financial analysis, children, planning, strategy, project realization, adventure sports and camp games